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A black and white photograph of a wooded area. A path leads through trees and bushes. The trees have dense foliage, and the path is partially covered by shadows. The overall scene is a natural, outdoor setting.

Spring's Coming

It's
Swain Nelson
Time



Seventy-Nine Years A'Growing

FOR SEVENTY-NINE YEARS Swain-Nelson's staff of experts has brought order and beauty into the gardens and grounds of hundreds of homes and estates in the middle west. Half a century ago this organization made the original plans and developed the first landscaping for Lincoln Park. The technical staff and physical equipment of this organization were more than equal to the task of carrying out this great project. At that time, as through all the years since then, wherever perfection and beauty in landscaping was intended, Swain Nelson have played their part. It makes no difference whether the project is a huge park, a great estate, or the small grounds of an ordinary home—the same care, the same fine skill and lovely artistry go into the task.

Unlimited Resources

ONE OF THE GREAT POETS of our time immortalized himself when he wrote a poem about trees. The last line of that poem, "Only God can make a Tree," is not only familiar but true. Swain Nelson use the great wisdom of Nature in the growing of thousands of trees and shrubs on their great four-hundred acre tract of land in Glenview, Illinois. Every type of tree and shrub adaptable to this climate is carefully nurtured by expert nurserymen. Here are natural resources equal to any landscaping task which the home-owner may face. Perfection of selection results in the production of beautiful effects in any garden or ground anywhere.

Artistic Planning

YOU MAY HAVE a great estate or a small yard. It matters not. If it is to be beautiful, a joy to the eye, a lovely place for relaxation and enjoyment, it must be planned well. Not all men are equally capable of visualizing the perfection that they seek. Here again Swain Nelson comes to their aid. Designs and plans showing in perspective as well as in proportion the way in which true loveliness may be gained are made before a shovel of earth is turned or a plant moved. Artists and architects employed as permanent members of the technical staff of this company place at your disposal the accumulated experience of seventy-nine years of growing.



Two-Year Guarantee

JUST AS SWAIN NELSON pioneered in the art of landscaping in the middle west, so they are now taking the leadership in guaranteeing to their clients that the beauty which they create will be a lasting joy and satisfaction to the men and women whom they serve. For the first time, a great landscaping organization guarantees for *two years* the work which they have done, against all natural hazards which are normally present. They will replace shrubbery that fails to thrive and trees that fail to prosper. At their own risk and expense they will see to it that every part of their work grows and flourishes for two years. This is no idle gesture. It is the result of years of thoughtful study and planning and represents the last word in self-confidence and expert performance.



Plan Now

NOW IS THE TIME to replant or remodel your grounds. Let us help you give an added touch of beauty to them. We can suggest ways of making them more useful, more modern. We can revitalize your trees and shrubs, rejuvenate borders, or plan an entirely new garden for you. It makes no difference whether your needs are large or small. Swain Nelson's resources are at your disposal. Beauty created through this cooperative effort will be guaranteed. *Make this Spring—Swain Nelson Time.*



Let Us Counsel With You

WE SOLICIT AN OPPORTUNITY to counsel with you and serve you. A preliminary survey of your needs and aspirations for your gardens and grounds is available at no expense and with no obligation.

Swain Nelson and Sons Company

Landscape Gardeners

G L E N V I E W



I L L I N O I S

Rogers Park 6620

Independence 2160

Glenview 87

Swain Nelson & Sons Company
Glenview, Ill.

SECTION 435½

Permit No. 2
Glenview, Ill.

Plant Industry
of Glenview
Ill.